

Message Text

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PAGE 01 SAO PA 01008 230017Z
ACTION ARA-10

INFO OCT-01 ISO-00 EB-08 /019 W
-----231044Z 085809 /13

R 221700Z APR 77
FM AMCONSUL SAO PAULO
TO USDOC WASHDC
INFO SECSTATE WASHDC 7657
AMEMBASSY BRASILIA
AMCONSUL RIO DE JANEIRO

UNCLAS SAO PAULO 1008

E.O. 11652: N/A
TAGS: BEXP, BR
SUBJECT: SEMINARS TO ACCOMPANY SAO PAULO TRADE CENTER EXHIBITIONS

SUMMARY - SEMINAR PROGRAMS IN CONJUNCTION WITH THE REGULAR SAO PAULO TRADE CENTER EXHIBITIONS WILL BE A SIGNIFICANT ATTRACTIONS AND SHOULD GUARANTEE THE ATTENDANCE OF MANY POTENTIAL BUYERS AND DECISION MAKERS WHICH MIGHT NOT OTHERWISE ATTEND. TC DIRECTOR RECOMMENDS THEREFORE THAT EXHIBITION PLANNING OFFICERS GIVE SERIOUS CONSIDERATION TO A TECHNICAL SEMINAR TO ACCOMPANY EACH EXHIBITION BEGINNING WITH PROCESS CONTROL INSTRUMENTATION SEPTEMBER 12-16 END SUMMARY.

1. A SAMPLING OF LOCAL FIRMS, AGENTS AND DISTRIBUTORS IN THE PROCESS CONTROL INSTRUMENTATION FIELD CONFIRMS THE APPROPRIATES OF A SEMINAR ACCOMPANYING THIS EXHIBIT: MANY LOCAL END-USERS WERE ENTHUSIASTIC ABOUT THE PROSPECT OF A SEMINAR, AND STATED THEY WOULD SEND ONE OR MORE KEY PERSONS TO ATTEND SEMINAR.

2. IN VIEW OF THIS ENTHUSIASM A SEMINAR PROGRAM FOR THE PROCESS CONTROLS EXHIBIT IS HIGHLY DESIRABLE. IN FACT, SEMINAR
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PROGRAMS FOR ALL EXHIBITORS SCHEDULED THROUGH SEPTEMBER 78 WOULD BE BOTH APPROPRIATE AND VERY USEFUL FOR MARKET PROMOTION.

3. SUGGEST USDOC DISCUSS SEMINAR THEMES FROM MARKET RESEARCH (P 51) WITH EXHIBITORS AND TRADE ASSOCIATIONS AND ADVISE TRADE CENTER OF RECOMMENDED TOPICS FOR SEMINAR PROGRAM.

TRADE CENTER STAFF WILL QUERY BRAZILIAN END-USERS AND DISTRIBUTORS AND REPORT WHICH DRAW GREATEST INTEREST IN BRAZIL.

4. TRADE CENTER WOULD ALSO WELCOME US INDUSTRY SUGGESTIONS FOR POSSIBLE BRAZILIAN PARTICIPANTS IN SEMINAR PROGRAMS SELECTED FROM BRAZILIAN INDUSTRY, ACADEME, OR INDUSTRIAL AND SCIENTIFIC ASSOCIATIONS.

5. NOT ONLY WILL FIRST-RATE SEMINAR PROGRAMS DRAW POTENTIAL BUYERS, BUT THEY WILL ALSO DEMONSTRATE THE SAO PAULO TRADE CENTER IS AN IMPORTANT SOURCE FOR BRAZILIANS TO OBTAIN INFORMATION ABOUT LATEST US TECHNOLOGY.
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Message Attributes

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Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009